

McDowell Road/South Scottsdale Economic Development Task Force
11/19/09 Idea Forum Presentation Overviews

Each presenter was asked to submit a general overview of their presentation, as well as to address the following questions:

1. Is the project proposal able to be implemented under existing city policies?
2. Are there any non-city barriers that you see hindering your proposal?
3. Why have you looked at the McDowell corridor for this project?
4. What are the land uses you are proposing and where in the corridor would they be located?
5. What is the structure of your group? (private group, not-for-profit, corporation)?
6. What do you need from the City of Scottsdale and/or the Task Force?
7. What is the timeframe for initiation and completion?

Agenda Item 2, Canalscape

Presentation overview located at: <http://canalscape.asu.edu/>

Answers to questions:

1. Yes.
2. No (except perhaps lack of imagination and willingness to do things a little differently)
3. It has an ideal site for Canalscape.
4. The actual land uses can be decided by the community and property owners. The site is the private property adjacent to the canal right-of-ways along McDowell Road.
5. Canalscape is based at ASU, with an Advisory Committee comprised of both ASU and community members, and numerous community sponsors for canalscape activities.
6. If the City of Scottsdale and/or Task Force would like to implement Canalscape on McDowell and the Cross-Cut Canal, it may be helpful to contribute to the effort by (1) working with SRP on behalf of private property owners to obtain licensing agreements to spill out onto right-of-ways, (2) providing any requested variances, (3) offering incentives for this kind of development, (4) undertaking enhancements along canal banks (public art, shade structures, benches, water fountains, and tree plantings). It would be possible to create Canalscape without this assistance, but could take longer and may not be as successful.
7. This could begin right away with phased completion of different pieces of the Canalscape.

Agenda Item 3, LINKS Area Evaluation

Presentation overview included as an attachment in the Task Force email.

Answer to questions:

1. As we are providing many options for the area, some of the ideas are able to be implemented under existing policies and others recommend amending policies to accommodate the plan.
2. Forefront to this is the existing economic conditions as well as aging sectors of the businesses and residences along the corridor.
3. LINKS role in the community is to inform and engage citizens in the public policy debate surrounding seven building blocks of community. As this sector of our community encompasses

aspects of all seven areas, we decided to provide a 5,000 foot view of the issues and potential solutions to revitalize this important segment of our community.

4. Our report, "McDowell Corridor: Revitalizing a Livable Community," offers many possibilities. Our intention is provide options, not to promote one idea over another.
5. 501 C 3
6. LINKS intent is to provide information and if we can be of service to provide additional in-depth information on any of the subsections of our report, we would like your direction and/or suggestions.
7. This is not part of our presentation.

Agenda Item 4, EPICENTER

Information provided by the presenter was scanned and provided as an attachment in the Task Force email.